GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:2670
ANSWERED ON:28.08.2012
AGRICULTURE TECHNOLOGY MANAGEMENT AGENCY
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Will the Minister of AGRICULTURE be pleased to state:

(a) the main activities of the Agriculture Technology Management Agency;

(b) the number of districts covered in each State/UT at present by this agency;

(c) whether there exists any convergence between this agency and Krishi Vigyan Kendras in field of agricultural research and development;

(d) if so, the details thereof; and

(e) the steps taken/proposed to be taken by the Government to revitalise this agency to serve the farmers in an effective manner?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE, FOOD PROCESSING INDUSTRIES AND PARLIAMENTARY AFFAIRS (SHRI HARISH RAWAT)

(a): The Agricultural Technology Management Agency (ATMA) is responsible for coordination and management of agricultural extension related work in the district.

The main activities of ATMA are (i) organizing farmer trainings, demonstrations and exposure visits, (ii) mobilizing farmers groups and building their capacity, (iii) strengthening farm information support through Kisan Melas, Exhibitions and Print/ Electronic Media, (iv) promoting farmer to farmer extension through Farm Schools and (v) supporting Krishi Vigyan Kendras (KVKs) for technology backstopping.

(b): At present ATMAs have been established in 614 districts in 28 States and 3 UTs. State-wise details are given at Annexure-I.

(c): Yes, Madam.

(d): Modified ATMA Scheme provides for active involvement of KVKs not only in preparation of Strategic Research and Extension Plan (SREP) in each district but also in implementation of various technology testing and farmers training programmes in the field. KVKs are represented in ATMA Governing Board and ATMA Management Committee at District level. KVK experts also attend meetings of Block Technology Team (BTT) at Block level. The KVK Scientists technically advise the BTT and also actively involved in preparation of Block Action Plans (BAPs), specially with regard to research related issues/ gaps and strategies. A copy of the detailed guidelines for achieving effective Research-Extension-Farmers (REF) linkages is given at Annexure-II. Further, in order to ensure effective convergence between research and extension, a joint circular signed by the Secretary (DARE) & DG (ICAR) and the Secretary (A&C) was issued to all stakeholders in January, 2011. Operative portion of this circular is enclosed as Annexure-III.

(e): The Government has been trying its utmost to strengthen ATMA. In fact, the National Mission on Agricultural Extension and Technology announced in this year's budget is proposed to focus on disseminating timely information and appropriate technology through the structure of ATMA and Block Technology Teams. Restructuring and strengthening of agricultural extension machinery is proposed to be a judicious mix of extensive physical outreach of personnel, enhancement in quality through domain experts & regular capacity building, interactive methods of information dissemination, Public Private Partnership and pervasive & innovative use of ICT/ Mass Media. The extension personnel will not only be deployed, but it will also be ensured that they are physically present in their assigned Panchayats on due days and actually mingle with the farmers to provide customized solutions based on local needs. Entrepreneurs in private sector, agri-business companies and experts in NGOs also need to be involved in a big way.